

The image is a promotional graphic for the Arizona Office of Tourism. It features a composite background. The top half shows a vibrant sunset or sunrise sky with streaks of orange, yellow, and blue. The bottom half shows a wide-angle view of the Grand Canyon, with its layered rock formations and deep valleys. A semi-transparent dark blue horizontal band runs across the middle, containing the text. The word 'ARIZONA' is in large, white, bold, sans-serif capital letters. The letter 'O' is stylized with a white outline of the state of Arizona inside it. Below 'ARIZONA', the words 'OFFICE OF TOURISM' are written in smaller, white, sans-serif capital letters.

ARIZONA

OFFICE OF TOURISM

CANADIAN PR RESULTS: 2017-2018

98M Impressions
\$662K in Publicity Value
743K in Social Reach
16 Media Visits

CANADIAN PR RESULTS: BROADCAST

Barry Choi - Breakfast Television



Stephanie Florian – The Social



Randy Sharman - CHQR / CKNW



nformed Traveler SEG 3 (Jan. 13/19) 100th Anniversary of Grand Canyon National Park, AZ

10:14

Vast and stunningly beautiful, the Grand Canyon is easily Arizona's most famous landmark—and a... Jan 13

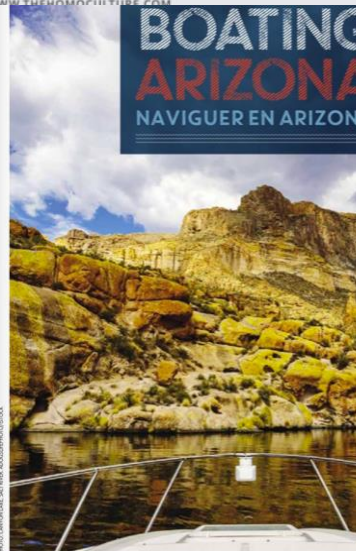
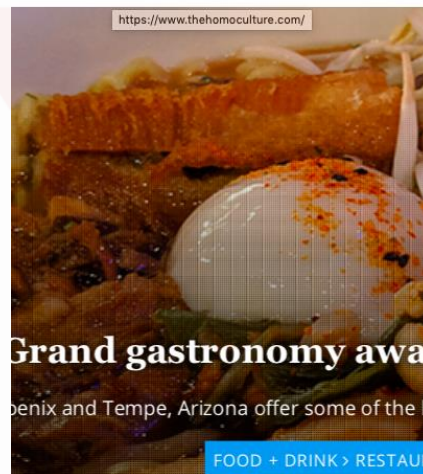
CANADIAN PR RESULTS: PRINT & ONLINE

HOMOCULTURE

We know gay culture. You should too.

WWW.THEHOMOCULTURE.COM

<https://www.thehomoculture.com/>



BY PAUL DEAN LISK

Have you ever wondered what the blue band on the bottom half of the Arizona flag symbolizes? Well, it's water—specifically, the mighty Colorado River. If you think this southwestern state is simply arid, with saguaro cactuses and prickly pears, think again. From lakes to rivers and canals, landlocked Arizona is surprisingly full of options for water lovers.

Savez-vous ce que représente la bande bleue au bas du drapeau de l'Arizona? De l'eau, et plus précisément, le puissant fleuve Colorado. Le paysage de cet État du sud-ouest n'est pas simplement composé de cactus saguaros et de figues de Barbarie. Avec ses lacs, rivières et canaux, l'Arizona, enclavé dans les terres, offre un choix étonnamment vaste aux plaisanciers.

Let the adventures begin

The hardest part of travel these days? Deciding on a destination. Here, **Domini Clark** and **Maryam Siddiqi** provide The Globe's picks for where to go in 2019, whether you're looking for luxury in the sun, culture in a capital or culinary surprises close to home



How to get more out of your stay in Scottsdale, Arizona

Hotels in Scottsdale are expanding their offerings beyond gorgeous rooms, luxurious spas and pool service, by taking guests on stylish tours of Instagrammable spots around the region.

JENNIFER ALLFORD Updated: November 29, 2018



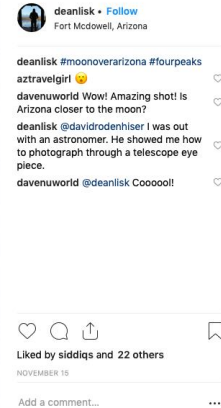
GRAND CANYON

The Grand Canyon is millions of years old, but it didn't become the 17th U.S. national park until 1909. To mark its 100th anniversary, a Founder's Day Centennial Celebration will take place on Feb. 26 at the South Rim, with speakers, musical acts and Indigenous cultural demonstrations. Other special events in 2019 include Centennial Summerfest and Star Party (June 22-29), featuring an outdoor chamber orchestra performance. Too tame? More adventurous types can try out the zip line at Grand Canyon West and take in the view from 500 feet above the floor.

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CANADIAN PR RESULTS: SOCIAL



IN-MARKET MEDIA ACTIVITIES

Vancouver Media Marketplace

October 29, 2018:

- 13 attendees at breakfast
- 31 attendees at evening reception
- 2 trade stories on events
- 9 leads

Toronto / Montreal Mini-Mission

May 6 - 9, 2019:

- 10 media appointments in Toronto
- 15 media appointments in Montreal
- 9 leads

Discover America Day

October 1, 2018

- 12 media meetings
- 3 leads

Showcase

November 18, 2018

- 6 attendees



MARKETING HIGHLIGHTS

Travel Brands Spring Campaign

Feb 26 – Mar 18 2019

Results:

B2B Newsletters (x2) – 22,000 Delivered

B2C Newsletters (x2) – 87,000 Delivered

Out of Home – Total Impressions

Tim's TV - 828,000

Super Billboards 3,956,400

Access Banners (x3) –

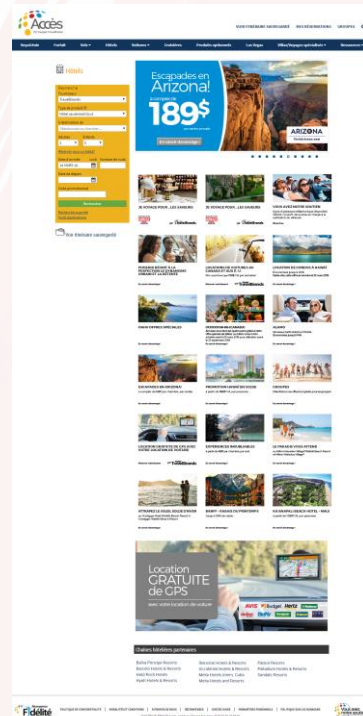
Total Impressions - 363,414

Sunquest Banners (x2)

Total Impressions – 107,808

Social Media Post

Total Impressions: 38, 415



CANADIAN TRADE ACTIVITIES & RESULTS

Strategy:

Educate and excite Canadian travel trade to book Arizona through the following activities:

Newsletter E-blasts customized by season (4)

- Distributed to 17,500 travel professionals (each quarter)
- Total opens: **9,502**
- Total Click throughs: **936**

TravelBrands Western Canada Sales Mission

- Participation in TravelBrands Agent Appreciation Shows in Edmonton and Vancouver and sales trainings in each city
- Total trade reached: **595**

Eastern Canada FAM

- 6 attendees from top agencies & tour companies that specialize in golf and adventure from Montreal and Quebec City, participated in December 2018
- Result of the FAM was an increase in bookings to Arizona

Montreal Mini-Mission

- Trainings and meetings with Montreal Tour Operators and Travel Agencies over two days in May
- There is opportunity to grow product for the Southern Region of Arizona
- Have identified three operators – GeoTours, Tours Chanteclerc and Toundra Voyages – to build product and partner with on marketing campaigns.

Canada Blitz

- Met with 7 tour operators and travel agencies in Toronto to promote Arizona
- Opportunities to develop product with Merit Travel, Tour East Holidays and Air Canada Vacations

Key Performance Indicators

- Trade leads
- Goal 2018-2019: **302**
- Total achieved: **824**

TRADE RESULTS



PLAN FOR SUCCESS: PR & TRADE

- Increase marketing partnerships with like-minded Canadian brands to engage and convert more Canadian consumers.
- Excite and inspire new audiences through creative PR initiatives that align with Arizona brand pillars.
- Elevate the brand through the use of digital outreach to increase overnight stays and booked unique experiences.
- Align partnerships and promotions with the airlines to increase frequency.